Welcome to a new kind of amp

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VEGETABLE OIL INK

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THR SERIES

www.yamaha.com/thr

YAMAHA

So, your stage rig is perfect. Perhaps you have a small setup dialed in for rehearsals or club gigs. Maybe you're even among the experienced and have joined the Third Amp revolution with THR. Either way, your off-stage tone is about to get even better...

It's not a stage amp, but it's not a practice amp either. THR is something totally new – the amp for everywhere you play that isn't on stage. Designed from the ground-up to be the perfect amp for the way guitarists really play when they're not playing live, THR-toting guitarists are joining the tone revolution and rewriting the rules on how your guitar should sound away from the stage.

But what if you like the THR concept but want it more specialized, with even more focus, to get the perfect sound for you? What if you're a real tone-hound and already know your sound down to the smallest detail, but are constantly on the search for that tiny detail, that certain 'something' to perfect it everywhere you play? What if there was a THR that was dialed in to a specific tonal direction, a THR that was focused on the subtleties of tone and dynamics between amps that are similar in most people's eyes but are worlds apart in the eyes of the experienced?

Get ready to spend even more time playing guitar. You're going to like this...

Introduction

Yamaha introduces three new models to the THR Series—and this time it's personal

Yamaha's THR amps have captivated guitarists around the globe - the little amp with a big tone and a feature-set designed to give players just what they need when they're not on-stage has finally proven that the stage isn't the only place you should expect the perfect tone. Now the THR series is expanding to feature three new models, each with its own unique personality, designed to give the perfect Third Amp experience to players demanding a focused tonal direction. Whether you're looking for subtle differences in the smooth, organic breakup of a choice of hand-wired boutique combos, the characteristic changes in saturation and compression of different high-gain stacks or the nuance of a choice of microphones for your electro acoustic, the new THR models have you covered.

Of course, some things shouldn't change, so THR's classic design has been tweaked to match the character of the new amps while the features that make THR the perfect Third Amp are still present and correct: incredible stereo playback sound, seamless USB interfacing, Yamaha's exclusive Extended Stereo Technology, AC or battery power and a full copy of Cubase AI in the box. But this time, the immense power of Yamaha's Virtual Circuitry Modeling (VCM) technology has been harnessed to create new effects and amp models that perfectly recreate the subtly differing characteristics in tone, response and dynamics that define different amps of a similar genre.

Whatever your style, whatever your preference for amps, be it low or high gain - if you know tone, amazing things are about to happen to your playing when you're not on stage.

Authentic Boutique Tone

THR10C

5 Amp Modelings | 8 Effects | Hi-Fi Stereo | AUX IN | Battery Powered AC Powered | Acoustic Mic Modeling | Bass-Amp Modeling | USB Connection | CUBASE AI

This Is More Than A Sound– It's A Feeling...

THR10C takes the personal-amp concept to a new level of audio fidelity. The finest tube amps respond to a player's every touch – with picking dynamics and playing style adding as much to the tone as your guitar and pickups. Using Yamaha's exclusive VCM (Virtual Circuitry Modelling) technology, THR10C perfectly recreates the unmistakable response and dynamics that only a boutique tube combo can provide.

High-End, Hand-Wired Tone At Your Fingertips

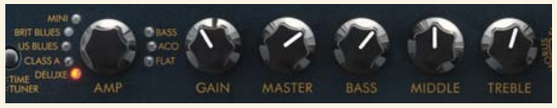
THR10C Control Panel

The Lowdown

Perfectly complementing the low-gain audiophile amp models, THR10C features an all-new TAPE ECHO effect that captures the detail of an analogue machine, right down to the wow and flutter of the repeats.

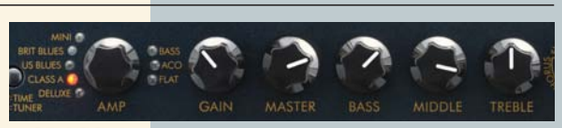
All THR models features Yamaha's Virtual Tube Illumination – matching the visual vibe to the incredible tone.

The Amps



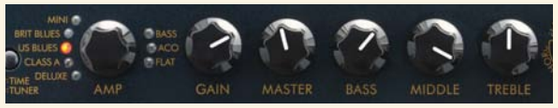
● DELUXE

Twin 6V6 power tubes and a low-gain 12AX7 preamp section start breaking up only when pushed to the maximum. This is warm, clean heaven.



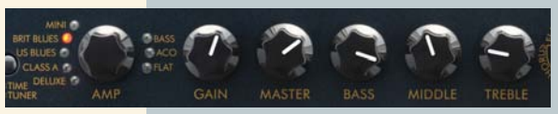
● CLASS A

True Class A configuration from 4 EL84s combined with unique, ultra-interactive EQ gives rich, smooth harmonics and versatile, musical tone. For something really special, drive the power section harder than the preamp.



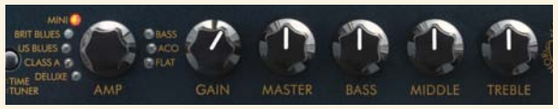
● US BLUES

Twin EL84s and solid-state rectification give this low-power, low-gain combo a combination of clarity, dynamics and response that sings. Drop the midrange with single-coils for silky clean blues tones.



● BRIT BLUES

Twin KT66 output tubes break up early. Turn it up with humbuckers for the ultimate mid-60s blues rock tone.



● MINI

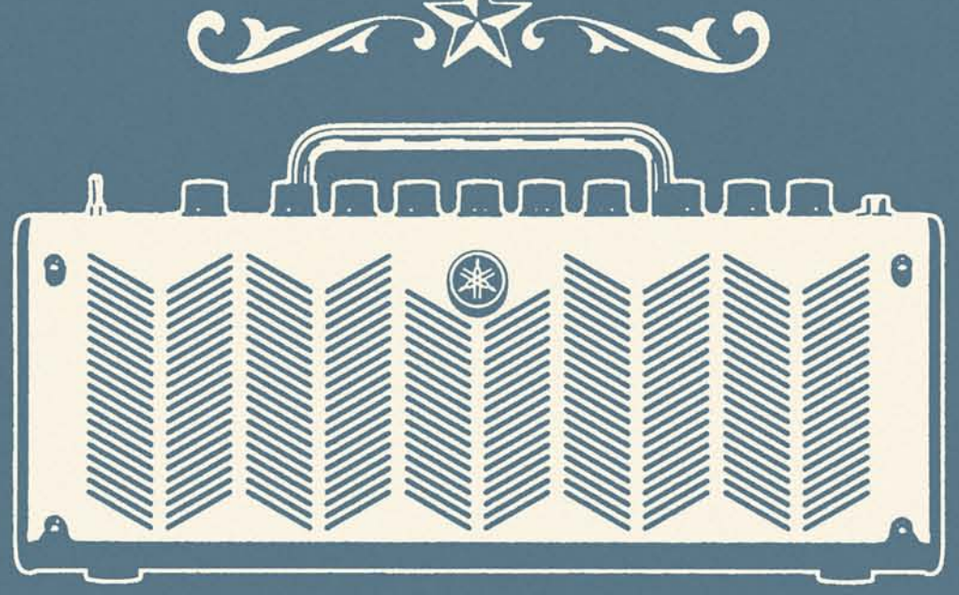
The definition of simplicity – 1 EL84 and 1 12AX7. We added EQ for more flexibility but leave everything at 12 o'clock to find out what your guitar really sounds like...

To Hear THR10C, visit our website at www.yamaha.com/thr

LONG LINES FORMING AROUND THE GLOBE

Guitarists of Every Style
Line Up for The New THR Amps from Yamaha

THR NEEDS YOU



TO JOIN IN THE TONE REVOLUTION

Extreme High Gain

THR10X

6 Amp Modelings · 8 Effects · Hi-Fi Stereo · AUX IN · Battery Powered AC Powered · Bass-Amp Modeling · USB Connection · CUBASE AI

Extreme High-Gain Stacks – on your Desktop!

THR10X is dedicated to guitarists that want more gain, more distortion and the unmatched response of a cranked high-output stack. With 5 different channels from 3 amps, all delivering dynamic, intense distortion, THR10X perfectly delivers the subtly different distortion characteristics of each amp or channel to give a tone and response perfectly suited to everything from classic rock to extreme metal.

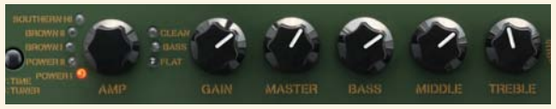
More Than Just Distortion...

THR10X Control Panel

The Lowdown

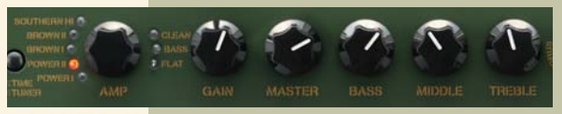
With THR Editor you can fine-tune your THR's settings to dial in the perfect tone. Access 'hidden' features including noise-gate and compression controls as well as all-new audiophile-grade speaker simulations perfectly matched to the amp models in your THR.

The Amps



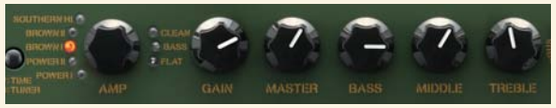
● POWER I

This unique crunch tone's presence and bite ensure your guitar sits perfectly in any mix



● POWER II

More bass and more gain than Power 1 delivers a thicker, richer tone for smooth, distinctive lead tones

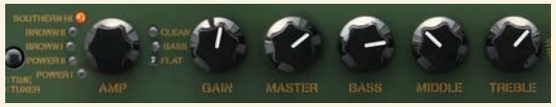


● BROWN I

Clear, natural distortion that stays clean and clear, even when cranked, for an unmistakably powerful American rock rhythm tone.

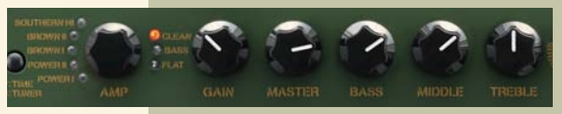
● BROWN II

Richer bass, stronger low-mid and more sustain than Brown 1 gives controllable, articulate gain for searing lead tones.



● SOUTHERN HI

An ultra high-gain preamp section and fast-tracking power-amp deliver an intense, crushing modern metal tone



● CLEAN

The same low-gain, natural amp as THR10C's 'Deluxe' model gives clean, articulate tone.

To Hear THR10X, visit our website at www.yamaha.com/thr

A WALL OF SOUND ON YOUR DESKTOP

Yamaha's THR Amps Put Real Tone and Tube Amp Dynamics on Your Desktop.
The Box Is Small, But The Tone Is Huge.

Natural Acoustic Tone

THR5A

A New Way to Experience your Electric-Acoustic Guitar

THR5A is optimized for use with electric-acoustic and Silent Guitars. Utilising advanced modeling technologies developed by Yamaha, THR5A offers simulations of classic tube condenser and dynamic mics combined with studio-grade effects to create recording-studio tone direct from your guitar and wherever you are.

Unlock your electric-acoustic tone...

The only time most electric-acoustic guitars get plugged-in is when they're on-stage. But by matching your guitar with THR5A the expressive tone of a studio-mic'd acoustic together with incredible effects will unlock more creative expression than ever before for the ultimate practice, writing or recording experience.

THR5A features mic types perfectly tailored for steel-string and nylon-string guitars, together with a natural, clean amp model for electric guitar.

- **CONDENSER:** An open, clear full-range response and incredible dynamics - well suited to any playing style
- **DYNAMIC:** Powerful midrange response and a tight tonal core suit for outstanding tonal focus
- **TUBE:** Warm and rich with a smooth low-midrange focus
- **NYLON:** Perfectly voiced for a natural sound from nylon-string electric-acoustic guitars

EG CLN: The same 'Deluxe' model as THR10C for smooth, clean, clear tube electric tones – or pushing your electric-acoustic sounds to somewhere new...

THR5A Control Panel

The Perfect Companion to Your Silent Guitar

Yamaha's Silent Guitars feature onboard effects to give natural, dynamic tones when used with headphones – but partnered with THR5A's studio-grade microphone simulations, Silent Guitar offers an incredible acoustic tone. Simply choose from Condenser, Dynamic or Tube mics to match with your steel-string Silent Guitar, or Nylon to match with your nylon-string model, and double your playing pleasure with an all-new Silent Guitar experience.

To Hear THR5A, visit our website at www.yamaha.com/thr

The Lowdown

Connect an audio source such as a music player or computer to the AUX In jack and jam along with your tracks. Yamaha's exclusive hi-fi technology keeps the playback sound crystal clear, regardless of your amp settings, while the exclusive Extended Stereo Technology creates an incredibly wide stereo soundspace.

Yamaha Puts Studio Sound on Your Desktop

Breakthrough technology delivers studio grade tone in a package that fits comfortably on your desktop, tabletop or bookshelf

Yamaha Presents

THR5A

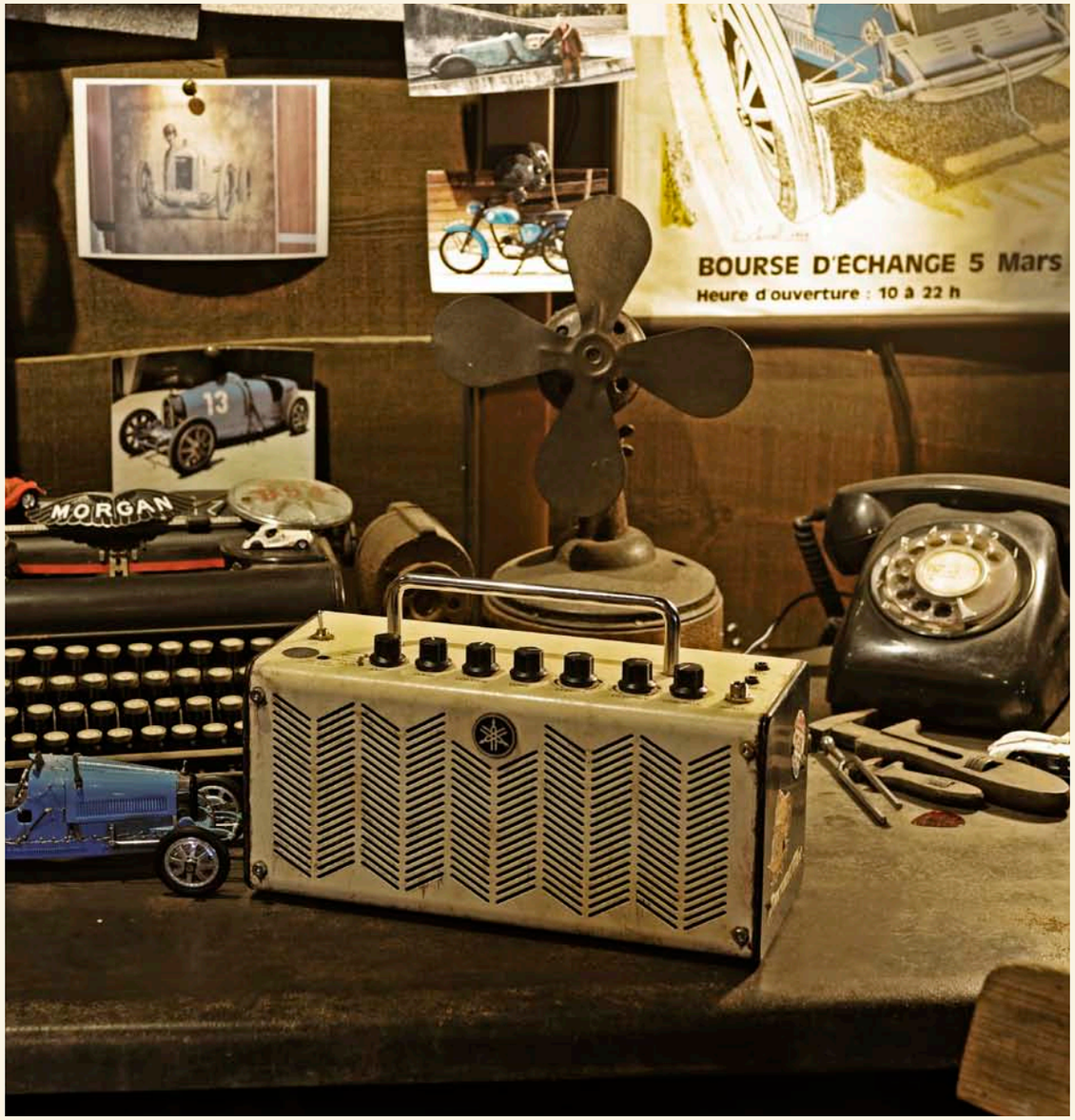
LIVE WHEREVER YOU ARE
A NEW WAY TO AMPLIFY
YOUR ELECTRIC-ACOUSTIC

featuring condenser, dynamic, and tube mic simulations that deliver true studio quality sound.

Authentic Tube Tone

THR10/5

5 Amp Modelings · 8 Effects · Hi-Fi Stereo · AUX IN · Battery Powered AC Powered · Acoustic Mic Modeling · Bass Amp Modeling · USB Connection · CUBASE AI



It's Not For Practice, It's for Playing

Conventional amps work great on stage, but what about everywhere else you play? THR is designed to truly fit where, when and how you play off-stage. Designed by people on the search for tone, Yamaha's Virtual Circuitry Modeling technology delivers amp sounds that respond exactly like real tube amps, incredibly realistic effects and hi-fi quality stereo playback - all at low volumes. Be prepared to spend a lot more time playing guitar...

THR10

THR10 Control Panel

THR5

THR5 Control Panel

The Lowdown

User memory function lets you save up to five amp settings of all controller and switch settings for quick recall (THR10 only)

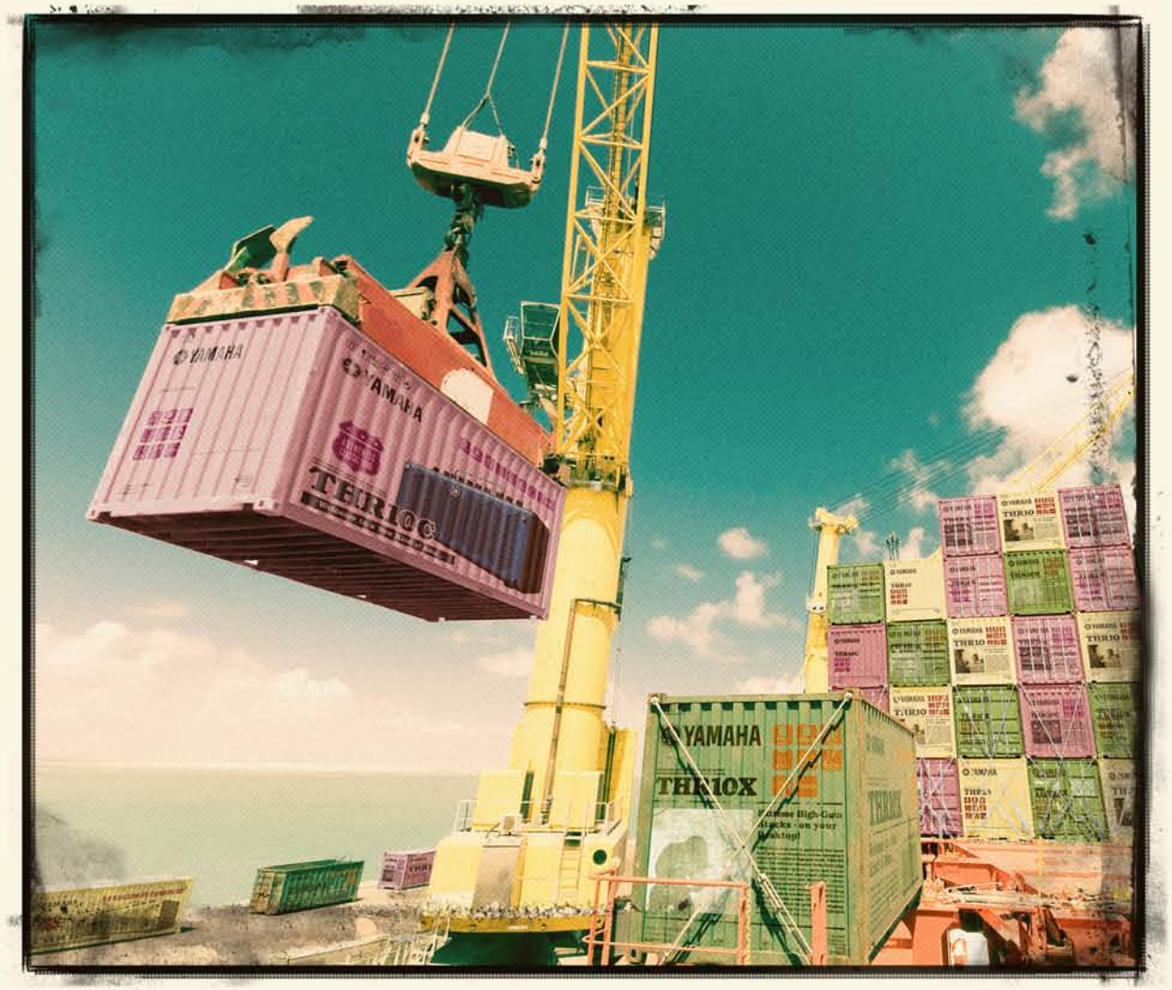
THR is bundled with Cubase AI, Steinberg's professional music production application that offers full-fledged recording and editing.

The tuner is an easy to use auto-chromatic tuner type. Adjust the pitch until its note name appears and then fine tune until the green lamp lights. Both speaker and headphone output is muted when tuning.

THR features dual effects circuits providing natural, ultra-musical effects. One circuit handles stompbox-style modulation effects while the other provides outstanding studio-grade delays and reverbs. With the THR Editor software, both effects processors can be edited in incredible depth.

THR5 and THR10 offer a selection of VCM modeled amps to deliver everything from organic low-gain overdrive to powerful high-gain distortion – all with the dynamics and response that only VCM can provide.
In addition to the 5 guitar amp models, THR10 also features bass guitar, acoustic and flat-response settings to make it the perfect one-box solution.

To Hear THR10, visit our website at www.yamaha.com/thr



THR SHIPMENTS ARRIVING SOON

FACTORIES WORKING OVERTIME TO KEEP UP WITH MASSIVE GLOBAL DEMAND

1 1A

2 2A

3 3A

4 4A

5 5A

6 6A

1 1A

2 2A

3 3A

4 4A

5 5A

6 6A

1A

2 2A

3 3A

4 4A

5 5A

6 6A

1A

2 2A

3 3A

4 4A

5 5A

6 6A

Why THR is Different: Our Sound Doesn't Start With The Tone...

Think of THR kind of like a hand-wired amp from a tiny boutique amp maker. You see, instead of spending their days with a soldering iron and a box full of components, our amp developers have a slightly different toolkit – VCM.

VCM, or Virtual Circuitry Modeling, is a proprietary physical modeling technology developed by K's Lab, one of Yamaha's most progressive engineering groups. K's Lab's goal with VCM was to push digital signal processing beyond the realms of simulating superficial sound characteristics and into the muddy waters where analogue equipment reigns supreme – musicality. Using the techniques developed to make the world's first commercially available physical modeling synthesizer, the VL-1, VCM uses powerful Digital Signal Processing (DSP) technology to create virtual circuits that precisely replicate the behavior of analog circuits and their effects on the signals passing through them – including even the most mythical of all analog components, the vacuum tube.

Most digital signal processors, amps and effects start with the tone - using their DSP power to modify the output of their audio circuit in an attempt to make it sound a certain way. While this can create a passable 'static' version of the desired sound, this method misses the things that define the best analog signal processors – the perfect combination of response, dynamics and tone that give analog circuits a three-dimensional feel and, more often than not, a 'sweet-spot' where it just all comes together. The theory of VCM is that by using DSP to create a virtual circuit path for the audio to pass through, not only will the tone be right but the VCM circuit will also recreate those intangible elements of response and dynamics that combine with tone to create the holy grail of signal processing – true musicality. By refining the complex physical modeling algorithms that allowed the VL-1 to generate natural tones, VCM is able to model the precise behavior of each element in a circuit and therefore the exact changes that circuit makes to a signal passing through it. VCM is even powerful enough to model the tonal and dynamic changes that result from the way a power amp interacts with a particular speaker cabinet. And this isn't just a marketing-department invention - Google 'damping factor' and you'll start to see why the power of VCM helps make THR feel like a big, cranked amp. Without taking it into account, an amp just won't feel right...

But as with most things, it's not a case of good or bad – just different. And that's where the real power of VCM comes in. While physical modeling techniques are an impressive technical tool that can be used like a carbon-copy machine for circuits, we think of it more like a virtual soldering iron in our engineer's hands. Thanks to the incredible power and accuracy of the VCM algorithms that power THR, individual virtual components can be changed or tweaked for each amp model based on what sounds, feels and works better - effectively creating modified circuits that combine elements from different amps to make new, unique amp models that are far more than blind, soulless simulations of other people's designs.

If you want to know what that really means to you, as a player, try diming the master control on one of THR's low-power amp models. Sure, it has amazing tone – but it's the feel that you'll notice. The tone's really nothing more than a bi-product. Just like any great amp.

Amp Model Descriptions

THR10/5	
CLEAN:	Rich clean tones from a 6L6 power section with early breakup for incredible jazz, blues and country sounds.
CRUNCH:	Low-powered EL84 class-A tube output with bright, clear, dynamic power amp distortion characteristics.
LEAD:	Low-gain preamp section and EL34 power section for rich, controllable distortion with great midrange definition.
BRIT HI :	EL34s keep the classic British clarity while a higher gain preamp allows you to push the amp into serious distortion.
MODERN:	Ultra high-gain input section combined with 6L6 output section delivers smooth, powerful distortion
BASS: *	High-power all-tube design for dynamic, driving bass tone.
ACO: *	Electric-acoustic optimized input with mic simulations for natural, clear tone.
FLAT: *	Flat response clean input for line sources, tone and effect controls allow shaping of non-guitar sources.
THR10C	
DELUXE:	Twin 6L6 output stage and low gain preamp for clean tube warmth with late-breakup
CLASS A:	4xEL84s in a true Class-A configuration with interactive EQ for rich, complex harmonic tones and warm overdrive
US BLUES:	low-power, low-gain twin EL84 design for clarity and definition
BRIT BLUES:	KT88 powered for easy breakup and midrange rich overdrive
MINI:	12AX7, single EL84 – a no-frills tone monster that responds incredibly to picking dynamics
BASS, ACO, FLAT:	These are the same as on the THR10. Refer to the entries above
THR10X	
POWER I:	'channel 1' European 6L6 and 12AX7 tone for powerful, crunch tones with loads of presence
POWER II:	'channel 2' European 6L6 and 12AX7 tone with increased bass and gain for thick, smooth leads
BROWN I:	'channel 2' US 6L6 and 12AX7 tone gives clear, clean overdrive with late breakup and great control
BROWN II:	'channel 3' US 6L6 and 12AX7 tone with thicker low-mid response and increased gains for articulate lead tones
SOUTHERN HI:	6550 output tubes and 12AX7-driven preamp with ultra-tight, fast tracking for crushing high-gain
CLEAN:	Classic American clean tube amp – low gain preamp, 6L6 power section and 12-inch speaker with clear, late breakup
BASS, FLAT:	These are the same as on the THR10. Refer to the entries above
THR5A	
CONDENSER:	The condenser microphone setting gives the acoustic guitar a rich, midrange tone.
DYNAMIC:	The dynamic microphone setting gives the acoustic guitar a tight tonal core.
TUBE:	The tube microphone setting gives the acoustic guitar a rich midrange tone.
NYLON:	Perfect for use with an acousticelectric classical or nylon string guitar.
EG CLN:	Classic American clean tube amp – low gain preamp, 6L6 power section and 12-inch speaker with clear, late breakup

*THR10 only

Specifications

		THR10	THR5	THR10C	THR10X	THR5A
Amp Simulations		CLEAN, CRUNCH, LEAD, BRIT HI, MODERN, BASS, ACO*, FLAT	CLEAN, CRUNCH, LEAD, BRIT HI, MODERN,	DELUXE, CLASS A, US BLUES, BRIT BLUES, MINI, BASS, ACO*, FLAT	POWER I, POWER II, BROWN I, BROWN II, SOUTHERN HI, CLEAN, BASS, FLAT	CONDENSER*, DYNAMIC*, TUBE*, NYLON*, EG CLN
Effects		**THR10/10C/10X/5:** • CHORUS, FLANGER, PHASER, TREMOLO • DELAY (THR10C: TAPE ECHO), DELAY/REVERB (THR10C: ECHO/REVERB), SPRING REVERB, HALL REVERB • COMPRESSOR*, NOISE GATE* (* Only available in the THR Editor.) **THR5A:** • COMPRESSOR, COMPRESSOR/CHORUS,CHORUS, FLANGER*,PHASER*, TREMOLO* • DELAY, DELAY/REVERB, HALL REVERB, SPRING REVERB* • NOISE GATE* (* Only available in the THR Editor.)				
EQ		BASS, MIDDLE, TREBLE	TONE	BASS, MIDDLE, TREBLE	BASS, MIDDLE, TREBLE	TONE
Chromatic Tuner		●				
User Memory		5	—	5	5	—
Connections		INPUT (Standard Monaural Phone Jack), PHONES (Standard Stereo Phone Jack), AUX (Stereo Mini Jack), USB 2.0, DC IN				
Power Source	**AC Adaptor**	24-bit + 3 Bit Floating				
	Battery	AA Batteries x 8				
Speakers		8cm Full Range x 2				
Rated Output		10W (5W + 5W)				
Dimensions (W x H x D)		360 x 183.5 x 140mm	271 x 167 x 120mm	360 x 183.5 x 140mm		271 x 167 x 120mm
Weight		2.8kg	2.0kg	2.8kg		2.0kg
Accessories		Power Adapter, USB Cable, Stereo Mini Cable, Owner's Manual, DVD-ROM (Cubase AI)				

* Mic simulation * Specifications and appearance may change without notice.

THR Session

THR Session is an iOS app for iPhone and iPod touch.

Learn songs faster and easier and play along with your music library like never before. THR Session will change your daily guitar practice forever.

You can slow down songs without losing audio quality, change the pitch or repeat any segment of a song to learn even the trickiest guitar part. It even allows you to cancel out the original guitar sound; it's like playing a session with your dream band! This app is the perfect audio toolbox for today's guitarist and with a Yamaha THR amp, gives you a practice experience like no other.

Features

■ Guitar Cancellation/Extraction
- Cancellation: Mute the guitar and/or Bass sound from the songs in your iOS device library.
- Extraction: Isolate the guitar and/or bass parts to help you learn songs by ear
- Preset: 3 presets (Guitar High Mode / Guitar Low Mode / Bass Mode) to help you quickly find the instrument you want to cancel.

■ Audio Play Functions
- A-B Repeat: Repeatedly plays a selected segment of a song.
- Key Transpose: Changes pitch of songs(± one whole step)
- Slow Down: Changes tempo of songs with no effect on the pitch(50-100%)

■ System Requirement

Compatible with iOS5.0 or later

Available on the App Store

* [THR session] can be downloaded from Apple's App Store at no charge.
* Apple, iPhone are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc.

Your Third Amp

Playing shouldn't be a compromise. You need tone, dynamics and response everywhere you play – not just when your amp's cranked and at the back of the stage.
By ignoring the convention that an off-stage guitar amp is simply a small version of your stage amp, THR gives guitarists what they really need to play anytime and anywhere.

If you care about tone and sometimes when you play it's not on a stage, there's a place in your setup for THR.
Just don't forget that you probably have other things to do aside from playing guitar…

www.yamaha.com/thr